

<i>SERFF Tracking Number:</i>	<i>GEFA-126154334</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Genworth Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>42440</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Total Living Coverage Universal Life Insurance With Long Term Care Benefits</i>		
<i>Project Name/Number:</i>	<i>TLC Consumer Product Brochure/2SB0030</i>		

Filing at a Glance

Company: Genworth Life Insurance Company

Product Name: Total Living Coverage Universal SERFF Tr Num: GEFA-126154334 State: ArkansasLH

Life Insurance With Long Term Care Benefits

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed

State Tr Num: 42440

Sub-TOI: LTC06.000 Long Term Care - Other

Co Tr Num:

State Status: Closed

Filing Type: Advertisement

Co Status:

Reviewer(s): Marie Bennett

Authors: Andy Zimmerman, Karen Lewis

Disposition Date: 05/29/2009

Date Submitted: 05/15/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: TLC Consumer Product Brochure

Project Number: 2SB0030

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/29/2009

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 05/29/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in Genworth Life Insurance Company's "Total Living Coverage Universal Life Insurance With Long Term Care Benefits" policy form number ULPLTCIPLGLI AR (11/05) et al and rider form numbers ULRABRIPGLI AR(11/05) et al, ULREBRIPGLI (11/05) et al, ULRROPIGLI (11/05) et al, ULRGMBRIPGLI (11/05) et al filed and approved on August 17, 2006 by your Department. The policy combines universal life insurance and long term care benefits in one product.

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 Product Name: Total Living Coverage Universal Life Insurance With Long Term Care Benefits
 Project Name/Number: TLC Consumer Product Brochure/2SB0030

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

Company and Contact

Filing Contact Information

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Filing Company Information

Genworth Life Insurance Company	CoCode: 70025	State of Domicile: Delaware
6610 W Broad Street	Group Code: 350	Company Type: LifeHealth & Annuity
Richmond, VA 23230	Group Name:	State ID Number:
(804) 281-6600 ext. [Phone]	FEIN Number: 91-6027719	

Filing Fees

Fee Required? Yes
 Fee Amount: \$25.00
 Retaliatory? No
 Fee Explanation: AR Filing fee=\$25 per advertisement
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$25.00	05/15/2009	27918974

SERFF Tracking Number: *GEFA-126154334* *State:* *Arkansas*
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Product Name: *Total Living Coverage Universal Life Insurance With Long Term Care Benefits*
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Marie Bennett	05/29/2009	05/29/2009

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<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
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Disposition

Disposition Date: 05/29/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: GEFA-126154334 State: Arkansas
Filing Company: Genworth Life Insurance Company State Tracking Number: 42440
Company Tracking Number:
TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other
Product Name: Total Living Coverage Universal Life Insurance With Long Term Care Benefits
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Item Type	Item Name	Item Status	Public Access
Supporting Document	AR Cover Letter		Yes
Form	TLC Consumer Product Brochure		Yes

SERFF Tracking Number: GEFA-126154334 State: Arkansas

Filing Company: Genworth Life Insurance Company State Tracking Number: 42440

Company Tracking Number:

TOI: LTC06 Long Term Care - Other Sub-TOI: LTC06.000 Long Term Care - Other

Product Name: Total Living Coverage Universal Life Insurance With Long Term Care Benefits

Project Name/Number: TLC Consumer Product Brochure/2SB0030

Form Schedule

Lead Form Number: 2SB0030 03/04/09

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	2SB0030 03/04/09	Advertising	TLC Consumer Product Brochure	Initial		0	2SB0030_030 409_gnw.pdf



Genworth®
Financial

PLAN TODAY...SO YOU CAN ENJOY TOMORROW

**TOTAL LIVING COVERAGE® UNIVERSAL LIFE INSURANCE
WITH LONG TERM CARE BENEFITS**

Product Guide for Consumers

Underwritten by

Genworth Life Insurance Company

Lynchburg, VA

TOTAL LIVING COVERAGE

*TLC is designed
to be there
when needed.*

Total Living Coverage (TLC) includes two types of benefits – universal life insurance and long term care, all rolled into one package. A fresh approach to retirement planning, TLC provides a pool of benefit dollars for covered long term care expenses, a death benefit for beneficiaries or both. Because TLC is universal life insurance coverage, TLC's policy values grow income tax-deferred at current interest rates. Like long term care insurance, TLC can provide a monthly long term care benefit. And even if the entire death benefit amount is used for covered long term care expenses, a residual death benefit is available. Please see page 8 for long term care details.

TLC coverage is customizable and can provide certain guarantees. You can tailor your TLC coverage to your needs using a range of benefit amounts and periods as well as optional inflation coverage. You may also elect a return of premium rider.

Key components of TLC include:

- Specified amount
- Acceleration of the specified amount
- Monthly maximum long term care benefit
- Extension of long term care benefits
- Total long term care benefit

Specified Amount

The **specified amount** of insurance is the amount of insurance you will have available on the day the policy is issued. It depends on the initial premium amount, your age, gender (except in Montana) and health status and the benefits actually chosen. You can use it to pay for covered long term care expenses or as the death benefit that will be provided to your beneficiaries.



Acceleration of the Specified Amount

Total Living Coverage's Accelerated Benefit Rider (ABR) allows you to accelerate the specified amount to pay for covered long term care expenses. You can choose an ABR period of 24, 36 or 48 months. Together, the ABR period and the specified amount determine the **monthly maximum long term care benefit amount** for covered long term care expenses.

Monthly Maximum Long Term Care Benefit

This is the amount available monthly for covered long term care (LTC) expenses. To determine the monthly benefit amount, divide the specified amount by the ABR period (see chart).

ABR PERIOD	SPECIFIED AMOUNT		MONTHLY LTC BENEFIT	
	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
24 months	\$50,000	\$300,000	\$2,083	\$12,500
36 months	\$50,000	\$450,000	\$1,388	\$12,500
48 months	\$75,000	\$600,000	\$1,562	\$12,500

TOTAL LIVING COVERAGE – FUNDAMENTALS

Extension of Long Term Care Benefits

You can extend the benefit period for covered long term care by choosing the Extension of Benefits Rider (EBR). This allows you to keep the same monthly maximum amount for a longer period of time. The EBR period can be 24 or 48 months, or lifetime, depending on the ABR chosen (see chart).

Your Benefit Choices

A specified amount between the minimum and maximum values shown in the chart below is available to you.

ACCELERATED BENEFIT RIDER PERIODS	SPECIFIED AMOUNT MINIMUM – MAXIMUM	EXTENSION OF BENEFITS RIDER PERIODS
24 months	\$50,000 – \$300,000	24 months 48 months
36 months	\$50,000 – \$450,000	24 months 48 months Lifetime
48 months	\$75,000 – \$600,000	24 months 48 months Lifetime

Total Long Term Care Benefit

Both the Accelerated Benefit Rider and the Extension of Benefits Rider have lifetime maximum benefits. For the ABR, it is the specified amount. For the EBR, it is the monthly maximum long term care benefit multiplied by the EBR period. Together, they equal your total long term care benefit amount. You can also choose optional inflation protection that automatically increases your total long term care benefit each year and your monthly maximum long term care benefit.

If the long term care expenses actually incurred each month are less than the monthly maximum long term care benefit, the period over which benefits are paid may be longer. And although some covered expenses, like supportive equipment, caregiver training and bed reservation do not count toward the monthly maximum long term care benefit, they do count toward the total long term care benefit amount and can shorten the payout period.

Please note that optional benefits may require a higher initial premium and that the two-year ABR is not available with the lifetime EBR.

To help choose the monthly maximum long term care benefit that best meets your needs, you may want to review the average monthly nursing home costs in your area. Home care, although usually less expensive, still adds up. A well designed Total Living Coverage policy may go a long way toward covering all or some of these costs.

HOW DOES TOTAL LIVING COVERAGE WORK?



The following examples are hypothetical. Please confirm the crediting rate and the estimates of your selections on the illustration output available from your agent.

Meet Susan, a typical TLC buyer. Because she planned well during her working years, Susan's finances are in excellent shape and she's looking forward to a comfortable retirement. Susan recognizes the potential need for long term care (LTC) in the future and sets aside \$200,000 to cover that need.

While her LTC self-insuring strategy is prudent, it means that those funds are no longer free for her to enjoy or invest differently. Susan learns that there's a different way to help plan for possible long term care expenses, using only half the \$200,000 she presently set aside – a Total Living Coverage insurance policy. If she needs covered long term care, she has a monthly benefit to help cover the expenses. If she doesn't need long term care, TLC provides an income tax free death benefit for her beneficiaries. Susan should be covered no matter what happens, and she also frees up \$100,000 to do with as she chooses.

Susan decides she needs TLC and purchases a policy. As a 65-year-old who doesn't use nicotine and is in good health, she qualifies for a long term care insurance discount and preferred health rates.

She now has some decisions to make about her policy. TLC includes an Accelerated Benefit Rider (ABR), which provides a monthly benefit amount for covered long term care expenses if needed. The ABR period may be for 24, 36 or 48 months. An Extension of Benefits Rider (EBR) increases the total amount available for long term care expenses by providing continued payment of the monthly benefit amount over 24 or 48 additional months, or for life. And if Susan wants to be sure to keep up with rising costs, an inflation protection option is also available at 3% or 5%.

Please note that optional benefits may require a higher premium.

Susan's Customized Coverage

Susan chooses a two-year ABR, which, along with the initial specified amount, establishes the maximum monthly benefit amount for long term care expenses payable for a two-year period. The monthly benefit amount is drawn from the specified amount if needed for long term care expenses. She also selects a four-year EBR to increase the total amount available and extend her monthly payments to six years.

The maximum monthly benefit amount equals the specified amount divided by the ABR period:

$$\$200,000 \div 24 \text{ months} = \$8,333$$

The four-year EBR extends the amount of time the monthly benefit amount is paid to 72 months and increases the total benefit amount available for long term care expenses:

$$\$200,000 + \$400,000 = \$600,000$$

If Susan dies without needing any long term care benefits, the death benefit less any policy loans and withdrawals is paid income tax free to her beneficiaries. If she has received long term care benefits, the remaining death benefit or residual death benefit is paid, whichever is greater.

TLC SUMMARY

Initial specified amount and initial amount available for long term care expenses	\$200,000
Accelerated Benefit Rider (ABR)	24 months
Extension of Benefits Rider (EBR)	48 months
Inflation Protection	0%
Maximum monthly benefit amount	\$8,333
Total long term care benefit	\$600,000
Residual Death Benefit (Susan took no loans or withdrawals)	\$20,000

TLC ADVANTAGES

Return of Premium Rider (ROP)

If you decide in the future that your TLC policy no longer meets your needs, you can surrender it. During the first 15 policy years, you're guaranteed to receive at least your initial premium back with this feature. The ROP guarantee exists as long as you haven't taken loans or partial withdrawals and the Guaranteed Minimum Benefit Rider (GMBR) is active. If you've received any covered long term care benefits, the amount refunded is reduced by the total benefits paid. This optional benefit requires a higher initial premium and is available only when you apply for TLC. Of course, if the cash surrender value is greater than the ROP benefit, you will receive the higher amount. And whether or not you have the ROP, the cash surrender value will be available.

Residual Death Benefit

If you use your entire specified amount to pay long term care expenses, TLC still provides a residual death benefit, which can be used as a resource for final expenses. The residual death benefit is:

- The lesser of 10% of the initial specified amount or \$25,000

less

- 10% of any loans and withdrawals

EXAMPLE: RESIDUAL DEATH BENEFIT FOR \$200,000 SPECIFIED AMOUNT

**\$0 removed from
policy values:**

10% of \$200,000 = \$20,000

**\$100,000 removed
from policy values:**

10% of \$200,000 = \$20,000
- 10% of \$100,000 = \$10,000
= \$10,000

In this instance, funds removed from the policy values include partial withdrawals and outstanding loans plus accrued loan interest. Long term care benefit payments are not deducted from the residual death benefit.

Policy Discounts

Discounts may apply to the monthly charges for long term care coverage.

If you're eligible and in good health when you apply for coverage, you may receive a discount on your policy's monthly charges for long term care coverage. Depending on your answers to medical history questions, individuals in good health may be eligible for a 15% discount.

Couple¹ discounts are also available. Couples who apply together for a TLC policy may each be eligible for a 20% discount. The 20% discount may also be available to one person if the other is already covered by a long term care insurance policy issued by us. The couples discount continues regardless of changes to the relationship, such as divorce. If only one person applies for TLC, a 10% discount may be available.

Preferred life insurance rates are also available, depending on underwriting.

Inflation Protection Benefit

Inflation protection helps your policy keep up with rising costs by increasing the monthly and remaining lifetime maximums for the Accelerated Benefit Rider and Extension of Benefits Rider. This optional benefit requires a higher initial premium and is available only when you apply for TLC.

Inflation protection choices:

- 3% or 5%
- Simple or compound

Simple inflation increases the monthly maximum long term care benefit by 3% or 5% over the *initial* monthly maximum long term care benefit. Compound inflation increases the monthly maximum long term care benefit by 3% or 5% over the *previous year's* monthly maximum long term care benefit. The remaining lifetime maximum benefits increase in proportion to the growth in the monthly maximums.

The increases will happen on each policy anniversary.

INFLATION PROTECTION – SIMPLE*

Policy Anniversary 1: $\$8,333 \times 3\% = \$8,582$
 Policy Anniversary 2: $\$8,582 + (\$8,333 \times 3\%) = \$8,832$
 Policy Anniversary 3: $\$8,832 + (\$8,333 \times 3\%) = \$9,082$

Policy Anniversary 10: = \$10,832
 Policy Anniversary 20: = \$13,332

INFLATION PROTECTION – COMPOUND*

Policy Anniversary 1: $\$8,333 \times 3\% = \$8,582$
 Policy Anniversary 2: $\$8,582 + (\$8,582 \times 3\%) = \$8,840$
 Policy Anniversary 3: $\$8,840 + (\$8,840 \times 3\%) = \$9,150$

Policy Anniversary 10: = \$11,198
 Policy Anniversary 20: = \$15,050

*Assumes no claims paid.

Waiver of Monthly Deduction

If you accelerate your benefits to pay for covered long term care expenses, this built-in benefit helps keep your policy active by waiving the insurance risk charges and administrative fees that are deducted each month from your policy values. Deductions are waived while you receive home, respite and facility care and bed reservation benefits. The waiver begins with the first monthly deduction after the first benefit is paid and continues as long as you receive covered care. This is included with all TLC policies.

Elimination Period

Once you qualify, TLC will pay benefits for covered long term care expenses immediately for home care and after a 90-day elimination period for facility care. Home care and facility care services are described in greater detail later.

During the 90-day elimination period for facility care, we will not pay any benefits, but the 90-day period is reduced by any days home care benefits are paid. Elimination period days do not have to be consecutive and they can be accumulated. Plus, the waiting period has to be satisfied only once.

Elimination Period:

- 0 days for Home Care
- 90 days for Facility Care

The Guaranteed Minimum Benefit Rider (GMBR)

TLC's built-in Guaranteed Minimum Benefit Rider helps protect you from falling interest rates and rising claims costs by guaranteeing that you'll have at least a minimum long term care benefit. This guarantee applies if, on a policy's anniversary:

- The credited interest rate equals the minimum guaranteed 3.5% annual effective interest rate

or

- The insurance rates for the death benefit, acceleration, extension or inflation benefits have ever increased

and

- We project the policy value to be insufficient to maintain the policy to age 100 at the interest and insurance rates in effect on the policy anniversary.

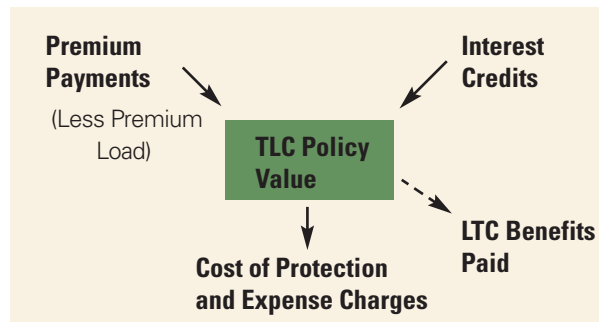
If you have not taken policy loans or partial withdrawals and do not take any in the future, we will guarantee that the policy will not lapse if benefits are reduced to the Guaranteed Minimum Benefit values described in the GMBR, and you will never have to pay more premiums.

If you prefer to maintain your original benefit level, additional premiums will be needed. If the additional premiums are not paid, the GMBR and ROP will terminate and your policy may lapse.

TOTAL LIVING COVERAGE FEATURES

TLC Policy Fundamentals

As with any universal life insurance product, a premium payment and interest cause the policy value to grow. The cost of insurance, additional charges and LTC benefits if used decrease the policy value.



Coverage Beyond Age 100

Your TLC policy has no maturity age, which means that your policy and all riders and benefits continue after you reach age 100. Interest continues to be credited to policy values, but there are no monthly deductions for administrative fees and insurance risk charges. You can still take loans and partial withdrawals and loan interest will continue to accrue, but the policy may lapse if the loan balance exceeds the cash surrender value.

Interest Rate Guarantee

Your TLC policy value is credited with the current interest rate. The current interest rate can change at any time but is guaranteed to be at least an annual effective rate of 3.5%.

Death Benefits

On the effective date of the policy, the death benefit equals the specified amount. The specified amount is reduced by each long term care benefit payment and by any partial withdrawals and policy loans. If the entire specified amount is used to pay long term care expenses, a residual death benefit

is available. Paying the death benefit while accelerated benefits are still available will reduce the specified amount and policy values to zero and no further long term care benefits will be paid.

To satisfy Internal Revenue Code requirements for life insurance, the death benefit may sometimes exceed the specified amount. If this happens, a long term care expense payment, or partial withdrawal, will reduce the death benefit by more than the actual amount of the payment or withdrawal.

Free Look

All TLC policies include a 30-day free-look period. After you receive your policy, you can look it over for 30 days. If you decide you don't want the coverage, return the policy to us. We'll cancel your coverage and return any premium you paid.

Guaranteed Renewability

The ABR and EBR are guaranteed renewable. This means that we cannot cancel or reduce these coverages on our own as long as the policy value is sufficient to cover the charges for these riders.

The insurance rates for these riders could increase, but they are guaranteed to remain at their current levels for the first five years and to never increase beyond the values described in your policy.

Pre-Existing Conditions

Once you are insured, all pre-existing conditions are covered as long as they were disclosed on your applications. (A pre-existing condition is a sickness, physical or medical condition existing before the policy effective date.)

Premiums

The policy is not a single-premium policy and is not guaranteed to remain in effect after payment of the initial premium. If the policy value less loans and any surrender charges is not enough to pay a monthly deduction or if the policy's loan balance exceeds the policy value less any surrender charges, you will have to pay more premiums to keep the policy in effect if benefits have not been reduced to the GMBR values.

Liquidity

While the ABR is paying benefits, monthly long term care benefit payments reduce the specified amount, the accelerated lifetime maximum benefit and policy value. However, the monthly maximum is not reduced.

If you take partial withdrawals or policy loans, the ROP and GMBR terminate. Your TLC policy should not be used as a source of income.

Loans

You can borrow money against your policy. You can repay loans and accrued interest at any time. Interest is charged on loans at an annual effective rate of 5.5%, while interest is credited to the loan balance at an annual effective rate of 3.5%.

If there is an outstanding policy loan when a long term care expense is to be paid, part of the expense payout will be used to reduce the loan balance. If there is an outstanding policy loan at death, the loan balance will be subtracted from the death benefit.

Partial Withdrawals

You can withdraw money from your policy value, but a minimum policy value must remain after any partial withdrawal and an additional \$25 administrative processing fee is subtracted from the policy value. Partial withdrawals will reduce the specified amount, policy value and the accelerated monthly and lifetime maximums, but do not affect the EBR monthly and lifetime maximums.

Loads and Fees

There is a \$9.30 administrative charge deducted each month from the policy value and a 9% premium load is deducted from your premium payment.

Surrender Charges

If the policy is surrendered during the first 14 policy years, a surrender charge is deducted from the policy value. Surrender charges do not affect the ROP.

SURRENDER CHARGES

Policy Year	% of policy value
1-10	10%
11	8%
12	6%
13	4%
14	2%
15+	0

Actual surrender charges may vary by state.

LONG TERM CARE BENEFITS

When Can You Receive Long Term Care Benefits?

To be eligible for benefits, a doctor, nurse or licensed social worker must certify that you are unable to perform or need substantial assistance with at least two of the six activities of daily living for an expected period of 90 days or more, or that you have a severe cognitive impairment. The six activities of daily living are bathing, dressing, continence, eating, transferring and toileting. A severe cognitive impairment means you have suffered a significant, measurable loss or deterioration in intellectual capacity due to Alzheimer's disease, senile dementia or a similar condition. Once you qualify, TLC will pay benefits for covered long term care expenses immediately for home care and after a 90-day elimination period for facility care.

What Services Are Covered?

Privileged Care® Coordination Services

When you need long term care services, it can be difficult to identify the options you have or the services available in your community. Privileged Care Coordinators can help assess your needs and along with you, your family and your doctor, develop a plan of care, which specifies the covered care and services you need. The team of Coordinators will also assist with the initial claims paperwork and can help locate providers and schedule initial services. These services are available at no additional charge. While you can use services other than Privileged Care Coordination Services, you would be responsible for any associated expenses.

Home and Community Care

You may be able to receive care and services in the comfort of your home. TLC will reimburse you for actual expenses incurred for the covered care and services below, up to 100% of your monthly maximum long term care benefit, unless otherwise specified:

- Home Health Care
- Personal Care
- Homemaker Services
- Adult Day Care
- Hospice Services
- Skilled services – Nursing care and physical, occupational, respiratory and speech therapy from licensed professionals.
- Caregiver training – Pays to train an unpaid friend or relative to provide care at home. This benefit pays a lifetime benefit amount up to 20% of the monthly long term care benefit.
- Respite care – Pays the cost to stay in a facility temporarily while the primary, unpaid caregiver takes a break. The maximum benefit is 30 days per policy year.
- Supportive equipment – Purchase and installation of items such as ramps and grab bars. This benefit pays a lifetime benefit amount up to twice the monthly long term care benefit.
- Alternative care – Reimburses for other services not specified in the policy, if agreed upon by the policyowner, the insured, the insured's doctor and us.



Facility Care

You may find that the best place to receive care is not in your home, but in a covered facility. TLC will pay you up to 100% of your selected monthly long term care benefit for expenses incurred for covered care and services you receive in a nursing home or residential care facility. If you leave the facility temporarily to visit your family or enter the hospital, the bed reservation benefit will hold your bed for up to 60 days per year.

We will pay long term care benefits up to the monthly maximum amount to the policyowner unless we're directed to pay the service provider. The benefits will be paid as long as you continue to need covered care and until your total long term care benefit is exhausted.

International Coverage

If you receive covered care and services in a nursing home outside the United States, you will be reimbursed for the expenses incurred up to 75% of the monthly maximum benefit for up to four years. Home care benefits and Privileged Care Coordination Services are not available outside the United States and monthly deductions will not be waived.

How a long term care claim affects TLC

In order to help you better understand this product, here's a hypothetical example that describes how a long term care claim can affect your TLC policy. Let's assume a \$10,000 claim has been approved for covered care and that there are no loans or withdrawals.

BEFORE AN ACCELERATED BENEFIT PAYMENT:

Specified Amount	\$240,000
Total Policy Value	\$100,000
Policy Death Benefit ²	\$300,000
Residual Death Benefit	\$24,000
Accelerated Lifetime Maximum	\$240,000
Accelerated Monthly Maximum	\$10,000
Extension Lifetime Maximum	\$240,000
Extension Monthly Maximum	\$10,000

IMMEDIATELY AFTER THE ACCELERATED BENEFIT PAYMENT:

Specified Amount	\$230,000
Total Policy Value	\$95,833
Policy Death Benefit (includes any applied Death Benefit Factors)	\$287,500
Residual Death Benefit	\$24,000
Accelerated Lifetime Maximum	\$230,000
Accelerated Monthly Maximum	\$10,000
Extension Lifetime Maximum	\$240,000
Extension Monthly Maximum	\$10,000

Actual calculations for the values in the chart above and how a loan impacts these values are shown on page 12 of this brochure.

Exceptions and Exclusions

TLC does not cover Medicare deductibles and coinsurance expenses. TLC reimburses only for covered expenses that exceed what Medicare or other government health care programs or laws (except Medicaid) pay. (Medi-Cal in California)

Benefits are not paid for care, stays, treatment, services, equipment or other items:

- Provided by family members. An exception is made if the family member is a regular employee of the organization providing the service, the organization received payment for the service and the family member receives only compensation normally provided to employees in that job.
- Provided without charge by a provider, or provided by or in a Veteran's Administration or other government facility unless a valid charge is made to the insured or insured's estate.
- Provided outside the United States, its territories and possessions, except as noted in 'International coverage'.
- Resulting from alcoholism, drug or narcotic addiction, unless they occur as a result of their administration under the written instruction of a doctor.³
- Resulting from war or any act of war (declared or not),⁴ intentional self-inflicted injury or attempted suicide.

We Want You to Know

When you complete the application, you'll be asked questions about your nicotine use and medical history. Depending upon your age and whether you have a regular attending physician, your financial professional may schedule a phone or in-person health interview, paid for by us. The interviews are conducted by a service provider and, in addition to medical information, may include questions about your daily activities and a brief cognitive exercise. You may also be asked to provide a urine or blood sample.

This information is used to determine if you're eligible for insurance, and, if so, the amount of benefits your premium will buy.

Be sure to review the Outline of Coverage that will accompany the application for this product. The Outline of Coverage contains more definitions and details about the product's features and benefits.

Federal Tax Considerations

Generally, life insurance death benefits are payable to your beneficiary income tax free. In addition, the law provides that cash values that accumulate within a life insurance policy grow on an income tax-deferred basis and are not subject to income tax until withdrawn from the policy or if the policy terminates.

This policy may be considered a modified endowment contract. This means that, if you take a policy loan or partial withdrawal from the policy value, you may have to pay income tax if the amount of the policy value is higher than the amount you paid for the policy.

For taxable years beginning before 01/01/2010, any benefits paid for qualified long term care services are received by you income tax free. Monthly charges to pay for the long term care feature of this policy are considered to be partial withdrawals and are income taxable. If you are under the age of 59 ½ you may be subject to an additional 10% tax, unless an allowable exception applies. But the cost of the long term care features that are withdrawn from the policy values may qualify for a medical expense income tax deduction under certain circumstances and up to certain limits. You may want to speak with your own tax advisor to discuss how this impacts your own situation.

For taxable years beginning after 12/31/2009, any benefits paid for qualified long term care services are received by you income tax free. Monthly charges to pay for the long term care features of this policy are not included in income, but reduce income tax basis. There is no medical expense income tax deduction.



QUESTIONS?

TLC may be just the right choice, if you:

- Are an active, mentally alert, financially independent mature adult either enjoying or expecting to enjoy a secure retirement
- Want to be able to pass assets to your heirs
- Are currently self-insuring the long term care risk
- Have invested assets of at least \$300,000 excluding your home and qualified plan assets

Your insurance agent can answer questions you may have about the features and advantages of Total Living Coverage. And once you have a policy, our dedicated service team will also be available as an additional resource.



CALCULATIONS

How a long term care claim affects TLC

Before the accelerated benefit payment, the initial specified amount is \$240,000 and the policy value is \$100,000. The "Prior" values refer to values before an accelerated benefit payment.

IMMEDIATELY AFTER THE ACCELERATED BENEFIT PAYMENT								
Specified Amount = \$230,000								
Prior specified amount	-	Accelerated benefit payment	X	Prior specified amount	÷	Prior accelerated lifetime maximum	=	New specified amount
\$240,000	-	(\$10,000	X	(\$240,000	÷	\$240,000))	=	\$230,000
Policy Value = \$95,833								
Prior policy value	-	Accelerated benefit payment	X	Lesser of prior policy value or prior specified amount	÷	Prior accelerated lifetime maximum	=	New policy value
\$100,000	-	(\$10,000	X	(\$100,000	÷	\$240,000))	=	\$95,833
Death Benefit = \$287,500								
Assumes a hypothetical Death Benefit Factor of 3 (Death Benefit Factors are described in the policy). Death Benefit may be higher if the ROP is present.								
Greater of	Death benefit factor	X	Policy value	Or	Specified amount			
Greater of	(3	X	\$95,833) (which equals \$287,500)	Or	\$230,000			
Residual Death Benefit = \$24,000								
Assumes there is no loan balance and no withdrawals have been taken.								
The lesser of:			Initial specified amount	-	10% of any loans and withdrawals	=	Residual death benefit	
	10%	X		-		=		
	10%	X	(\$240,000	-	0)	=	\$24,000	
Or:	\$25,000	-	10% of any loans and withdrawals			=	Residual death benefit	
	\$25,000	-	0			=	\$25,000	
Accelerated Lifetime Maximum = \$230,000								
	Prior accelerated lifetime maximum	-	Accelerated benefit payment	=	Accelerated lifetime maximum			
	\$240,000	-	\$10,000	=	\$230,000			

Accelerated Monthly Maximum is unchanged for Accelerated Benefit Payment

Extension Lifetime Maximum is unchanged for Accelerated Benefit Payment

Extension Monthly Maximum is unchanged for Accelerated Benefit Payment

How a loan impacts values

If a \$50,000 loan balance was present, the values in the hypothetical example change as follows. The example assumes no prior withdrawals. Also, a loan would nullify any ROP, if present.

BEFORE THE ACCELERATED BENEFIT PAYMENT						
Residual Death Benefit = \$19,000						
Assumes there is no loan balance and no withdrawals have been taken.						
The lesser of:						
	10%	X	Initial specified amount	-	10% of any loans and withdrawals	= Residual death benefit
	10%	X	(\$240,000	-	\$50,000)	= \$19,000
Or:	\$25,000	-	10% of any loans and withdrawals		=	Residual death benefit
	\$25,000	-	\$5,000		=	\$20,000
AFTER THE ACCELERATED BENEFIT PAYMENT						
Accelerated Benefit Payment = \$10,000						
Accelerated benefit payment	X	Prior loan balance	÷	Prior accelerated lifetime maximum	=	Amount used to repay loan
(\$10,000	X	(\$50,000	÷	\$240,000)	=	\$2,083
Amount Paid to Owner = \$7,917						
Accelerated benefit payment	-		Amount used to repay loan	=	Amount paid to owner	
\$10,000	-		\$2,083	=	\$7,917	
Loan Balance = \$47,917						
Prior loan balance	-		Amount used to repay loan	=	New loan balance	
\$50,000	-		\$2,083	=	\$47,917	
Residual Death Benefit = \$19,208						
The lesser of:						
	10%	X	Initial specified amount	-	10% of any loans and withdrawals	= Residual death benefit
	10%	X	(\$240,000	-	\$47,917)	= \$19,208
Or:	\$25,000	-	10% of any loans and withdrawals		=	Residual death benefit
	\$25,000	-	\$5,000		=	\$20,000

Genworth Financial is a proud sponsor of



the compassion to care, the leadership to conquer

Total Living Coverage universal life insurance with long term care benefits is subject to the terms, issue limitations and conditions of Policy Form No. ULPLTCIPGLI (11/05) et al., in Idaho, Policy Form No. ULPLTCIPGLI ID (11/05), and Rider Form Nos. ULRABRIPGLI (11/05) et al., ULREBRIPGLI (11/05) et al., ULRROPIPGLI (11/05) et al. and ULRGMBRIPGLI (11/05) et al. Policy, benefits and riders may not all be available in all states. Terms and conditions may vary by state. All applications are subject to the underwriting requirements of Genworth Life Insurance Company.

- 1 In Montana, couples (married/unmarried).
- 2 Includes any applied Death Benefit Factors. Death Benefit Factors ensure that Internal Revenue Code (IRC) requirements for life insurance are met.
- 3 In Louisiana, for the insured's alcoholism or addiction to drugs or narcotics; but not addiction that results from the administration of those substances in accordance with the advice and written instructions of a duly licensed physician.
- 4 In Oklahoma, no payment will be made for any expenses incurred for any room and board, care, treatment, services, equipment or other items resulting, directly or indirectly, from war or act of war, whether declared or undeclared,

while serving in the military or an auxiliary unit attached to the military or working in an area of war whether voluntarily or as required by an employer.

All guarantees are based on the claims-paying ability of the issuing insurance company.

The company has provided this brochure to help the owner understand the ideas discussed. Any examples are hypothetical and are used only to help the owner understand the concepts of the policy. The owner should carefully read the policy. What the company says about legal or tax matters is its understanding of current law, but the company is not offering legal or tax advice. Tax laws and IRS administrative positions may change. This material is not intended to be used by any taxpayer to avoid any IRS penalty. The policyowner should consult independent tax and legal professionals for advice based on particular circumstances.

The accelerated benefit rider is called the advanced benefit rider in Kansas.

This is a solicitation of insurance. Complete details about the benefits, costs, limitations and exclusions of this valuable insurance policy will be provided to you by a Genworth Life Insurance Company agent.

Insurance and annuity products:

- **Are not deposits.**
- **Are not insured by the FDIC or any other federal government agency.**
- **May decrease in value.**
- **Are not guaranteed by any bank or its affiliates.**

Alzheimer's Association and Genworth Financial, Inc. have entered into a strategic relationship that permits Genworth's use of the Association's trademarks and/or logos. The use of the Alzheimer's Association logo does not constitute an endorsement of the Company's products or services.

Genworth Life is a member of the Insurance Marketplace Standards Association (IMSA). Membership promotes ethical standards in the sale and service of individually-sold life insurance, annuity, and long term care insurance products.

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<i>SERFF Tracking Number:</i>	<i>GEFA-126154334</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Genworth Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>42440</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Total Living Coverage Universal Life Insurance With Long Term Care Benefits</i>		
<i>Project Name/Number:</i>	<i>TLC Consumer Product Brochure/2SB0030</i>		

Rate Information

Rate data does NOT apply to filing.

SERFF Tracking Number: *GEFA-126154334* *State:* *Arkansas*
Filing Company: *Genworth Life Insurance Company* *State Tracking Number:* *42440*
Company Tracking Number:
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *Total Living Coverage Universal Life Insurance With Long Term Care Benefits*
Project Name/Number: *TLC Consumer Product Brochure/2SB0030*

Supporting Document Schedules

Review Status:

Satisfied -Name: AR Cover Letter 05/15/2009
Comments:
Attachment:
AR Cover Letter 2SB0030 030409.pdf

May 15, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

Re: ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025
Point of Sale Advertising Material (to be presented with Outline of Coverage)
TLC Consumer Product Brochure: 2SB0030 03/04/09

Dear Mr. Shields,

On behalf of Genworth Life Insurance Company, I submit for your review and approval duplicate copies of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$25 is being transmitted via EFT on the SERFF filing system.

This advertising material will be used by licensed agents from our career and broker channels at point of sale, and presented in conjunction with the Outline of Coverage to generate interest in Genworth Life Insurance Company's "Total Living Coverage Universal Life Insurance With Long Term Care Benefits" policy form number ULPLTCIPLGLI AR (11/05) et al and rider form numbers ULRABRIPGLI AR(11/05) et al, ULREBRIPGLI (11/05) et al, ULRROPIPGLI (11/05) et al, ULRGMBRIPGLI (11/05) et al filed and approved on August 17, 2006 by your Department. The policy combines universal life insurance and long term care benefits in one product.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-281-6334 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Advertising Review Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com

Attachments